



RMAT-FEMTEC

# ***INTERNATIONAL TRAINING CENTER***

- UMBERTO SOLIMENE -

[www.naturmed.unimi.it](http://www.naturmed.unimi.it)

[www.femteconline.org](http://www.femteconline.org)

Moscow, 20 March 2015







Nongovernmental Organization  
in official relations with  
World Health Organization

**FEDERATION MONDIALE DU  
THERMALISME ET  
DU CLIMATISME**

**WORLD FEDERATION OF  
HYDROTHERAPY AND  
CLIMATOTHERAPY**

**ВСЕМИРНАЯ ФЕДЕРАЦИЯ  
ВОДОЛЕЧЕНИЯ И  
КЛИМАТОЛЕЧЕНИЯ**

**FEDERAZIONE MONDIALE DEL  
TERMALISMO E DELLA  
CLIMATOTERAPIA**

**WELTVERBAND FÜR  
BALNEOLOGIE UND  
KLIMATOLOGIE**



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Dr. István Németh (Hungary), President

### FEMTEC LEADING MEMBERS

#### ANDORRA



Caldea Thermoludic Centre

E-mail: [info@caldea.ad](mailto:info@caldea.ad)

<http://www.caldea.com>

#### CHINA



China Hot Spring Tourism Association

E-mail: [chinahotspring@126.com](mailto:chinahotspring@126.com)

<http://www.hstcn.com>

#### CUBA and FLT



Federación Latinoamericana de Termalismo

E-mail: [solymed@yahoo.com](mailto:solymed@yahoo.com)

#### FRANCE



Fédération Thermale et Climatique Française

E-mail: [info@federationthermale.org](mailto:info@federationthermale.org)

<http://www.federationthermale.org>

#### HUNGARY



Hungarian Baths Association

E-mail: [dr.fluck@budapestspas.hu](mailto:dr.fluck@budapestspas.hu)

E-mail: [furdoszov@spabuk.hu](mailto:furdoszov@spabuk.hu)

<http://www.furdoszovetseg.hu>

#### ITALY FEDERTERME



Federterme

E-mail: [segreteria@federterme.it](mailto:segreteria@federterme.it)

<http://www.federterme.it>

#### JAPAN



Japan Spa Association

E-mail: [info@spa.or.jp](mailto:info@spa.or.jp)

<http://www.spa.or.jp>

#### KAZAKHSTAN



Republican Children's Rehabilitation Centre

E-mail: [priemn@reab.kz](mailto:priemn@reab.kz)

<http://rdrc.kz>

#### KOREA



Korea Hot Spring Association

E-mail: [2104681@hanmail.net](mailto:2104681@hanmail.net)

#### LITHUANIA



Druskininkai Resort Association of Health Rehabilitation Institutions

E-mail: [info@spa-druskininkai.com](mailto:info@spa-druskininkai.com)

<http://en.spa-druskininkai.com>

#### ROMANIA



Sanatoriul Balnear si de Recuperare

Techirghiol

E-mail: [olga.surdu@yahoo.com](mailto:olga.surdu@yahoo.com)

<http://www.sbtghiol.ro>

#### RUSSIA



National Spa Association of Russia

E-mail: [russpa@yandex.ru](mailto:russpa@yandex.ru)

<http://www.kurortrus.ru>

#### SAN MARINO



Associazione di amicizia San Marino-Cina

E-mail: [info@sanmarinocina.com](mailto:info@sanmarinocina.com)

<http://www.sanmarinocina.com>

#### TUNISIA



Office du Thermalisme

E-mail: [O.thermalisme@email.ati.tn](mailto:O.thermalisme@email.ati.tn)

<http://www.thermalisme.nat.tn>

#### UKRAINE



Pan-Ukrainian Association of Physiotherapists and Health Resort Specialists

E-mail: [vafk@ukr.net](mailto:vafk@ukr.net)

<http://www.vafk.com>



Nongovernmental Organization  
in official relations with  
World Health Organization

## FEDERATION MONDIALE DU THERMALISME ET DU CLIMATISME

## WORLD FEDERATION OF HYDROTHERAPY AND CLIMATOTHERAPY

## ВСЕМИРНАЯ ФЕДЕРАЦИЯ ВОДОЛЕЧЕНИЯ И КЛИМАТОЛЕЧЕНИЯ

## FEDERAZIONE MONDIALE DEL TERMALISMO E DELLA CLIMATOTERAPIA

## WELTVERBAND FÜR BALNEOLOGIE UND KLIMATOLOGIE

FEMTEC President: Pr. N. Storozhenko

National Spa Association of Russia, Moscow 109004 P.O.B. 29, Russia

Tel / Fax ++7 - 495 - 9592315 e-mail: [russpa@yandex.ru](mailto:russpa@yandex.ru) <http://www.kurortrus.ru>

FEMTEC Secretary General: Pr. Umberto Solimene

Università degli Studi di Milano - Via Cicognara 7, 20129 Milano, Italy

Tel ++39 - 02 - 50318458, 02 - 50318456 Fax ++39 - 02 - 50318461 e-mail: [crbbmn@unimi.it](mailto:crbbmn@unimi.it) <http://www.naturmed.unimi.it>

FEMTEC web site: [www.femteconline.org](http://www.femteconline.org)





# FEMTEC

- **Founded in 1937** (Budapest)
- **Main Aims:**
  - -Explain the contents of the World of the Spa (medical)and promote them in an international context
  - -Exchange studies,researches and experiences in the area of Hydrotherapy and climatotherapy
  - -35 Official Members from different Countries
  - (from Morocco to China)
  - -NGO in Official Relations with WHO since 1992
- **[WWW.FEMTECONLINE.ORG](http://WWW.FEMTECONLINE.ORG)**



# THE MISSION

- 1. **European thermal tradition**: innovate and implement the therapeutic and complementary treatments of *integrated Thermal Medicine* for proper applications
- 2. **Complementary Medicine**: Develop the themes of complementary Medicine capable to promote the development of Medicine as a whole, through the recovery of its human and holistic principles
- 3. **Well-being sciences**: train and provide practical updates to specialists with reference to the therapeutic role of the *Thermae*, as well as to the articulated wellness activities (physical exercise, nutrition, methods to promote proper lifestyles)
- 4. **Technology, management, and quality control**: provide updates and advanced competences, also with practical workshops for specialists in the different sectors

# FEMTEC –RMAT

## a long history of collaboration

- Training for specialists
- Stages in different Countries for students RMAT
- DOUBLE DEGREE WITH UNIVERSITY OF MILAN
- CASA ARTUSI
- Stages and workshops in Russia and different Countries ( Economy of Tourism, Health Tourism etc)



# PLANNED ACTIVITIES

- Postgraduate learning Courses for specialists
- Workshops and practical stages in Russia and different Countries
- Active plan of marketing in Russia
- Collaboration in synergy with the net of the Centers of FEMTEC ( Italy,Tunisia,China)
- Collaboration with the activities of CASA ARTUSI
- Integration in the activities of FEMTEC

# Гостиницы, СПА и Велнесс-центры

- Джанни Гурнари
- Умберто Солимене
- Перевод с итальянского Наталья Чаурская
- 
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-



**Thermae & Spas**, widely distributed throughout all the world, represent one of the most deeply rooted components in the living cultural heritage of Europe. As well as an important opportunity for therapy, they are also a significant social phenomena.

**The scene of spa-going** in the past few years has undergone many changes. We have gone from a medical and health service presented to a certain target in a situation of a single market to a service that is not only medical and to a client in a highly competitive market.



**DEFINITION OF A GLOBAL FRAMEWORK FOR  
HYDROTHERAPY**

# HydroGlobe

*Definizione di un quadro di riferimento  
complessivo mondiale per l'idroterapia*



*Progetto congiunto FEMTEC - FoRST in collaborazione  
con ISMH e con il supporto tecnico dell'OMS  
(Organizzazione Mondiale della Sanità)*





The sea, ever since ancient times, has been the source of life, health, beauty. Venus was born here. And Hippocrates, the father of medicine, considered these waters relief for every ailment.



“The sea cures men’s ills”  
Euripedes 480 B.C.

Nora (near Cagliari)  
I sec. BC - V sec. AC



## Arriva dalla Grecia la civiltà delle grandi terme

Fu sull'esempio dei Greci, nel III secolo avanti Cristo, che i Romani cominciarono a dotare le loro case di una stanza da bagno. Poi vennero i primi bagni pubblici (nel 33 avanti Cristo Agrippa ne censì 170 nella sola Roma), aprendo la strada a quelle terme - come queste della Villa del Casale - che restano tra le testimonianze più interessanti del costume e anche dello straordinario livello tecnico raggiunto dai Romani in età imperiale. □

Il Laconicum, sala centrale del Calidarium: una sauna per i bagni di vapore, con pavimenti e pareti surriscaldati.

La forma ottagonale del Frigidarium deriva dai ninfei dell'età classica e continuerà in età bizantina e nei battisteri cristiani.

Le sale esterne (essudatio) del Calidarium, dove la temperatura media delle vasche raggiungeva i 60 gradi.

Prima di affrontare il bagno nel Calidarium si sostava qui, alla più bassa temperatura del Tepidarium.

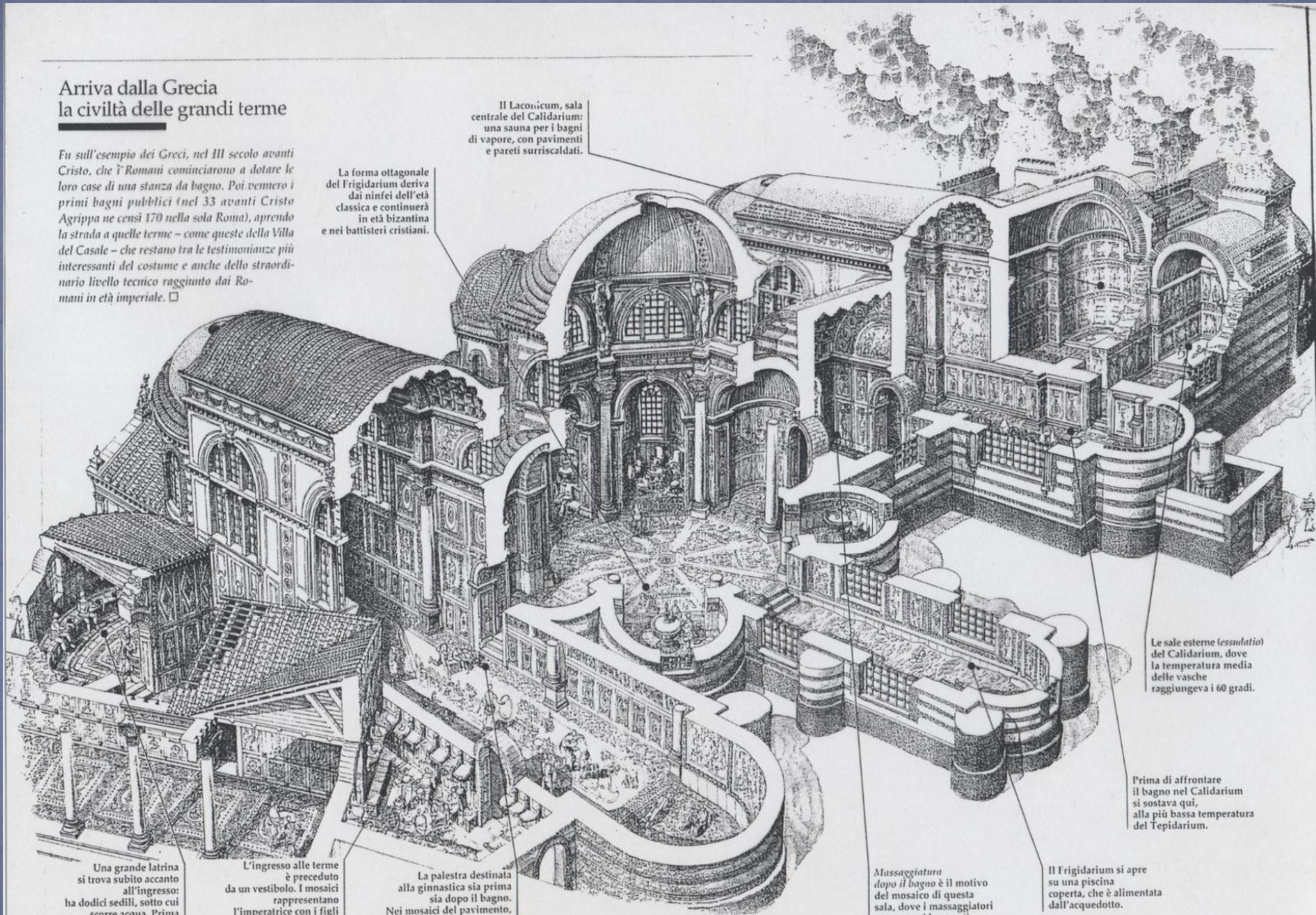
Massaggiatura dopo il bagno è il motivo del mosaico di questa sala, dove i massaggiatori ungevano i bagnanti.

Il Frigidarium si apre su una piscina coperta, che è alimentata dall'acquedotto.

La palestra destinata alla ginnastica sia prima sia dopo il bagno. Nei mosaici del pavimento, Corse di quadrighe.

L'ingresso alle terme è preceduto da un vestibolo. I mosaici rappresentano l'imperatrice con i figli e i domestici.

Una grande latrina si trova subito accanto all'ingresso: ha dodici sedili, sotto cui scorre acqua. Prima dell'uscita c'è un lavabo.











Touring Editore

# L'Italia delle TERME

Nuova  
Edizione

**490 CENTRI TERMALI IN 131 LOCALITÀ  
TUTTE LE CURE E LE TERAPIE PIÙ INNOVATIVE  
PER RITROVARE LA SALUTE E IL BENESSERE**



in collaborazione con

  
**FEDERTERME**  
Federazione Italiana delle Industrie termali  
e delle Acque Minerali Curative















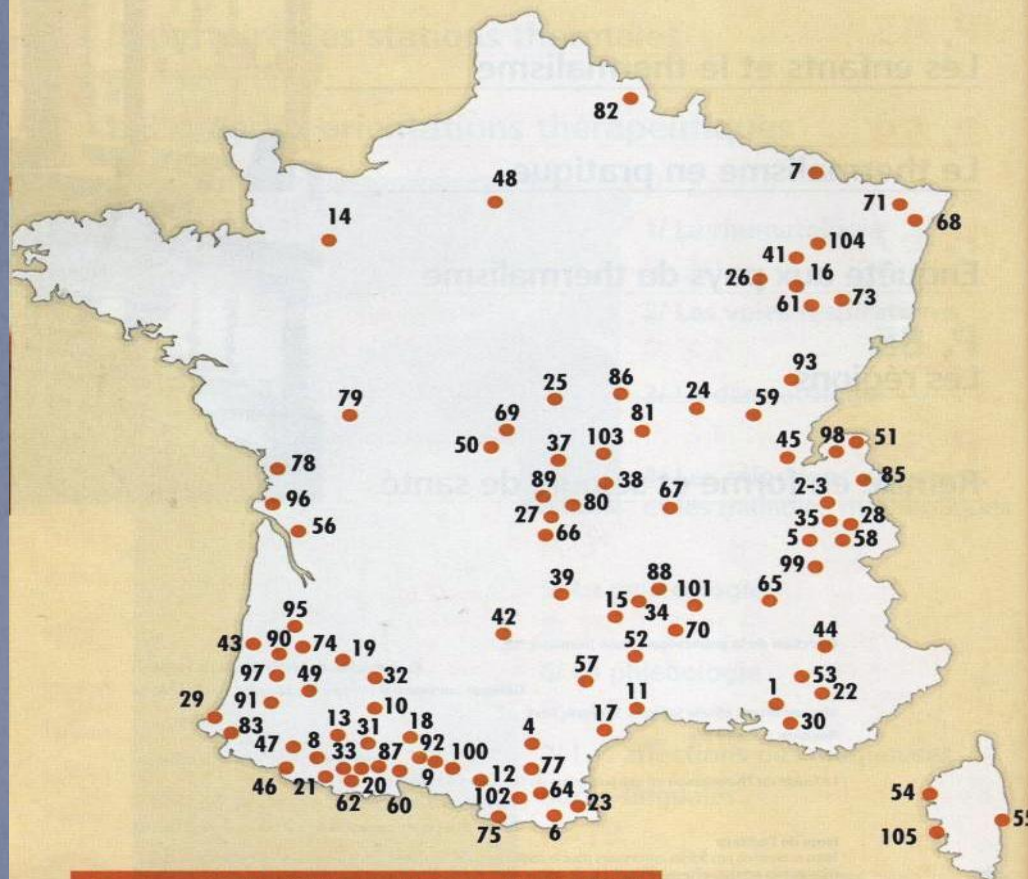
# **VADEMÉCUM OF SPANISH MINERAL-MEDICINAL WATERS**





# LA FRANCE THERMALE


PAR ORDRE ALPHABÉTIQUE



Guadeloupe : SAINT-CLAUDE-MATOUBA-PAPAYE (84)  
Ile de la Réunion : CILAOS (40)

1. AIX-EN-PROVENCE
2. AIX-LES-BAINS
3. AIX-LES-BAINS-MARLIOZ
4. ALET-LES-BAINS
5. ALLEVARD-LES-BAINS
6. AMÉLIE-LES-BAINS
7. AMNÉVILLE-LES-THERMES
8. ARGELÈS-GAZOST
9. AULUS-LES-BAINS
10. AURENSAN
11. AVÈNE-LES-BAINS
12. AX-LES-THERMES
13. BAGNÈRES-DE-BIGORRE
14. BAGNOLES-DE-L'ORNE
15. BAGNOLS-LES-BAINS
16. BAINS-LES-BAINS
17. BALARUC-LES-BAINS
18. BARBAZAN
19. BARBOTAN-LES THERMES
20. BARÈGES-SERS-BARZUN
21. BEAUCENS-LES-BAINS
22. BERTHEMONT-LES-BAINS
23. BOULOU (LE)
24. BOURBON-LANCY
25. BOURBON-L'ARCHAMBAULT
26. BOURBONNE-LES-BAINS
27. BOURBOULE (LA)
28. BRIDES-LES-BAINS
29. CAMBO-LES-BAINS
30. CAMOINS-LES-BAINS
31. CAPVERN-LES-BAINS
32. CASTÈRA-VERDUZAN
33. CAUTERETS
34. CHALDETTE (LA)
35. CHALLES-LES-EAUX
37. CHÂTEAUNEUF-LES-BAINS
38. CHÂTEL GUYON
39. CHAUDES-AIGUES
40. CILAOS (ÎLE DE LA RÉUNION)
41. CONTREXÉVILLE
42. CRANSAC
43. DAX
44. DIGNE-LES-BAINS
45. DIVONNE-LES-BAINS
46. EAUX-BONNES
47. EAUX-CHAUDES (LES)
48. ENGHEN-LES-BAINS
49. EUGÉNIE-LES-BAINS
50. ÉVAUX-LES-BAINS
51. ÉVIAN-LES-BAINS





Wolfgang Niess  
Sönke Lorenz (Hg.)

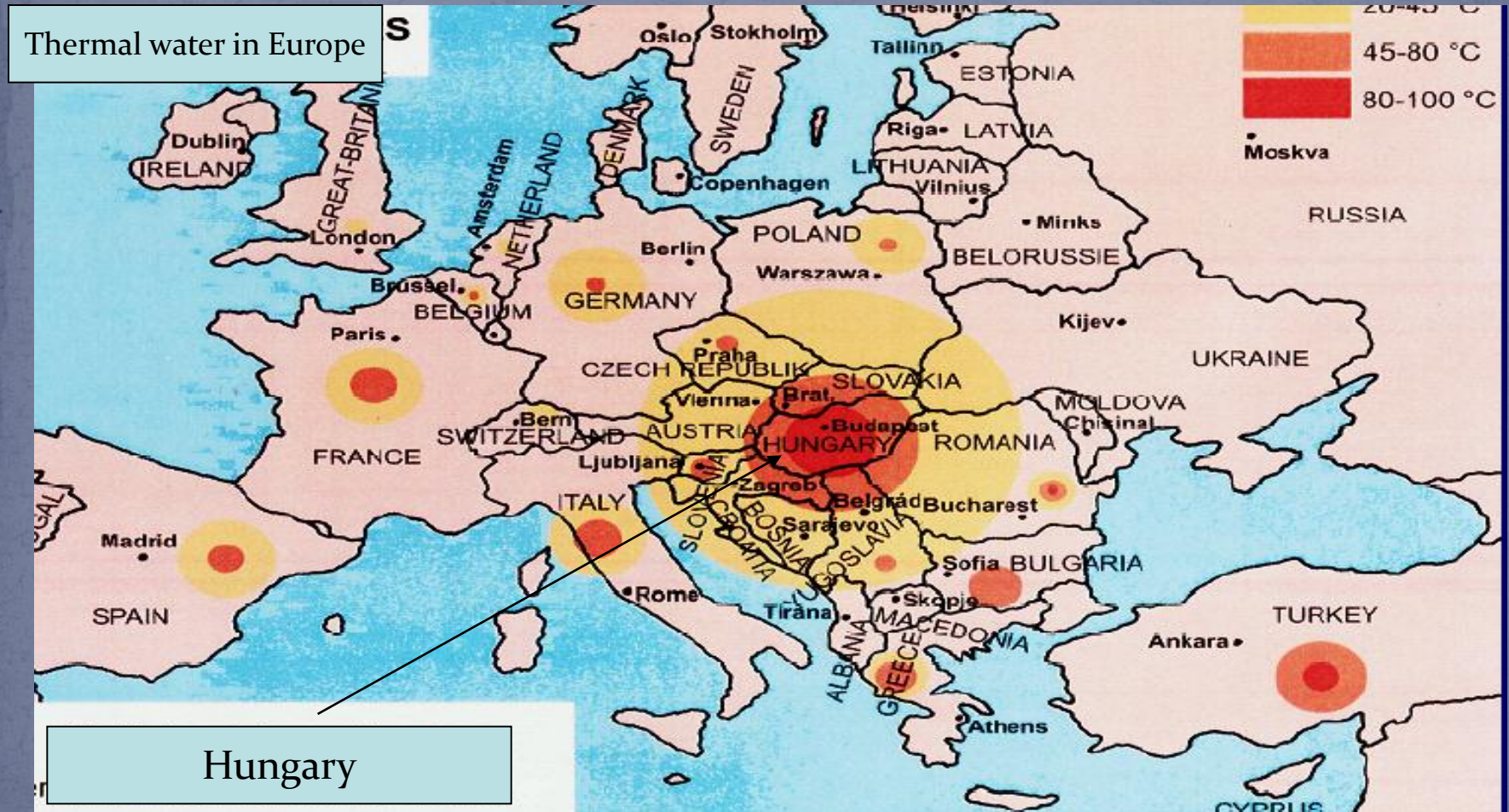
*Kult-Bäder und  
Bäderkultur in  
Baden-Württemberg*

Fotos von Joachim Feist

MARKSTEIN VERLAG



# Location of thermal waters in Europe





# Héviz Lake







Edition of the  
Hellenic Association  
of Municipalities and  
Communities of  
Curative Springs  
and Spas

# *Greek Thermalism*

## Guidebook of Curative Springs and Spas





The sanatorium system of Russia is regional and is presented by resorts  
Krasnodar, Stavropol Territory, Republic Bashkortostan, the Caucasian mineral  
waters, a resort zone of Northwest, Urals Mountains, Siberia, the Far East and  
Kamchatka.

Санаторно-курортная система России является региональной и  
представлена курортами Краснодарского, Ставропольского края,  
Республики Башкортостан, Кавказских минеральных вод, курортной  
зоной Северо-Запада, Урала, Сибири, Дальнего Востока и Камчатки.









# Hot Spring SPA Boom in C H I N A









# 温泉旅游

Thermae Travel

2012.10/11 合刊



墨洒千年  
水蕴汤山

ISSN 1009-5535















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(Organizzazione Mondiale della Sanità)*



# TM/CAM CHALLENGES

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## TM/CAM challenges fall into four categories

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### National policy and regulatory frameworks

- Lack of official recognition of TM/CAM and TM/CAM providers
- TM/CAM not integrated into national health care systems
- Lack of regulatory and legal mechanisms
- Equitable distribution of benefits of indigenous TM knowledge and products
- Inadequate allocation of resources for TM/CAM development and capacity building

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### Safety, efficacy and quality

- Lack of research methodology
- Inadequate evidence-base for TM/CAM therapies and products
- Lack of international and national standards for ensuring safety, efficacy and quality control of TM/CAM therapies and products
- Lack of adequate regulation and registration of herbal medicines
- Lack of registration of TM/CAM providers
- Inadequate support for research

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### Access


- Lack of data measuring access levels and affordability
- Need to identify safe and effective therapies and products
- Lack of official recognition of role of TM/CAM providers
- Lack of cooperation between TM/CAM providers and allopathic practitioners
- Unsustainable use of medicinal plant resources

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### Rational use

- Lack of training for TM/CAM providers and on TM/CAM for allopathic practitioners
  - Lack of communication between TM/CAM and allopathic practitioners, and between allopathic practitioners and consumers
  - Lack of information for public on rational use of TM/CAM
-





# **WHO Traditional Medicine Strategy**

# 2014-2023



World Health  
Organization





World Health  
Organization



Hosted and Financially Supported by  
the Government of Macao SAR  
澳門特別行政區政府承辦及資助

WHO high-level meeting on the implementation of WHO traditional medicine strategy: 2014-2023

世界衛生組織關於實施全球傳統醫藥戰略2014-2023的高層會議

Macao SAR of the People's Republic of China, 28-30<sup>th</sup> October 2013  
中華人民共和國澳門特別行政區 · 2013年10月28-30日

Launching Ceremony of WHO Traditional Medicine Strategy: 2014-2023  
世界衛生組織傳統醫藥戰略2014-2023發佈儀式



World Health  
Organization



NGO	Activities
<b>World Federation of Hydrotherapy and Climatotherapy (FEMTEC) (1)</b>	<p>Progress:</p> <ul style="list-style-type: none"> <li>• In many European countries, Hydrotherapy (HT) is widely used and therapies are included in national health care systems. These countries have a regulation on the use of HT and specific educational programmes.</li> <li>• In North Africa and South-East Asia, HT is part of a long tradition and increasing demand is driving legislative and regulatory development.</li> <li>• In many Latin American countries, ministries of health recognize HT.</li> </ul> <p>Challenges:</p> <ul style="list-style-type: none"> <li>• In several countries, HT is considered as being either a complementary medicine with no reimbursement options, or a leisure and wellness activity. It has proved difficult to evaluate the efficacy of HT. This limits the ability of authorities to fund these therapies, as well as the ability of consumers to obtain information on HT. Research is mostly limited to European studies.</li> </ul>



**ONE OF THE GREATEST CHALLENGES FOR  
HEALTH & WELLNESS TOURISM  
IS ALSO AN OPPORTUNITY.**





## GSWS POWERPOINT PREVIEW: The Global Spa & Wellness Economy Report 2014

[VIEW PRESENTATION](#)[View photos of the 2014 Summit:  
September 10-12, Morocco](#)[Press Room](#)[Read Summit Highlights](#)[Sign up: Weekender Newsletter](#)

## News & Announcements



2014  
SPEAKER

GUIDE TO  
HYDROTHERMAL  
SPA  
DEVELOPMENT

### Industry At A Glance



Access the latest information and research for the global spa, wellness and tourism industries. Learn about the organization that functions as a hub and whose vision of "Joining Together, Shaping the Future" inspires it's work. [View](#)



Media Contact: Beth McGroarty

[beth@rbicom.com](mailto:beth@rbicom.com) • [213.300.0107](tel:213.300.0107)

## Global Spa Industry Now Valued at \$94 Billion; Thermal/Mineral Springs Market at \$50 Billion; Wellness Tourism Rises to \$494 Billion

**Research unveiled at 2014 Global Spa & Wellness Summit reveals worldwide spa industry grew 58% since 2007, with 34K spas added; wellness tourism expanded 12.5% last year**

**New “Global Wellness Economy Monitor” includes first-ever benchmarking of under-analyzed thermal/mineral springs market**

**New York, NY – September 18, 2014** – At last week’s Global Spa & Wellness Summit (GSWS) in Marrakesh, Morocco, the organization’s independent, non-profit research partner, SRI International, released top findings from the most comprehensive data yet on the global wellness market. This included refreshed data on the spa and wellness tourism markets, and the first research to size and analyze the global thermal/mineral springs segment.

Key takeaways:

The spa industry grew 58% from 2007-2013: from \$60 billion to \$94 billion, with a 47% growth in spa locations, to reach 105,591 spas

The thermal/mineral springs industry is a \$50 billion market, spanning 26,847 properties

Wellness tourism expanded to \$494 billion in revenues, rising 12.5% from 2012-2013 -significantly outpacing SRI’s original growth forecast of 9%.



# Seven turbulent years...

2007

2008

2009

2010

2011

2012

2013

2014

Wars

Global Financial  
Collapse

Earthquakes &  
Tsunami

National Balance  
of Payment Crises

Storms &  
Floods

Regime  
Changes

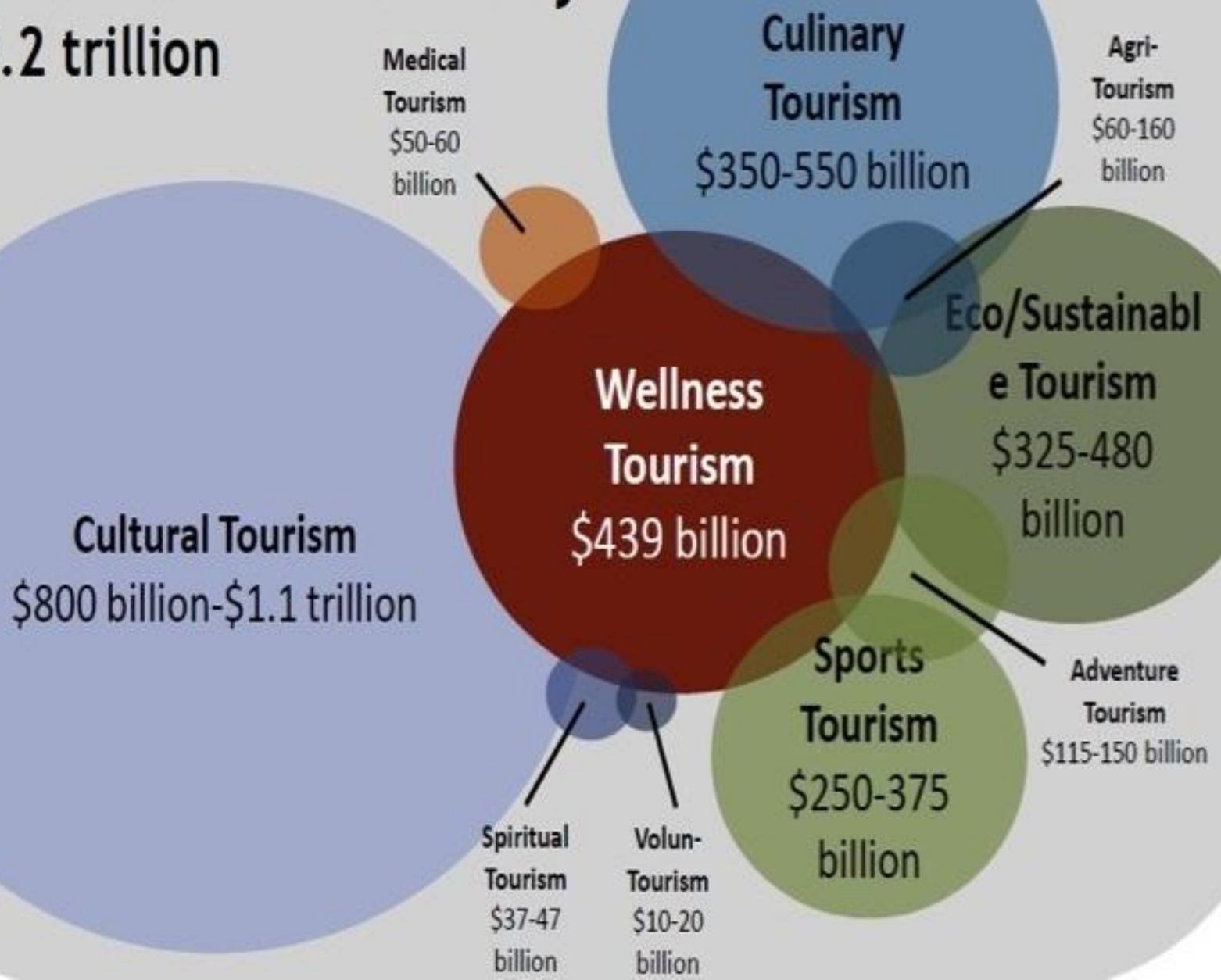
Anti-Corruption  
Campaigns

**We survived!**



# Global Tourism Industry

\$3.2 trillion





# Europe leads in spa revenues.



# Asia leads in the # of spas.



# Top 10 Countries for Thermal/Mineral Springs



China (\$14.1b)

Japan (\$11.7b)

Germany (\$7.5b)

Russia (\$3.7b)

Italy (\$1.7b)

Austria (\$0.9b)

Turkey (\$0.9b)

Hungary (\$0.7b)

Czech Rep. (\$0.7b)

Spain (\$0.7b)



- From 2007-2013, spa locations grew 47%: from 71,762 to 105,591
- Regional Spa Industry Leaders & Growth 2007-2013
  - Europe: \$29.8 billion (+62%)
  - Asia-Pacific: \$18.8 billion (+65%)
  - North America: \$18.3 billion (+35%)
  - Latin America/Caribbean: \$4.7 billion (+86%)
  - Middle East/North Africa: \$1.7 billion (+134%)
  - Sub-Saharan Africa: \$800 million (+186%)



- **Wellness Tourism: Near Half-Trillion-Dollar Market – Up 12.5% from Last Year**

SRI's 2013 report "The Global Wellness Tourism Economy" put the wellness-focused travel segment firmly on the map, finding that wellness travel is growing nearly 50% faster than the global tourism overall. For 2014, key numbers are updated:

- As a \$494 billion industry, wellness tourism represents more than one in seven (14.6%) of all travel dollars spent worldwide



- Moreover, “being well” does not always mean “feeling well” (Scarcella 2010). Hence the inability of traditional indicators to describe, alone, the health status of a population, as well as of an individual.
- The concept of wellbeing is then expanded from a solely subjective vision to the dimension of the social space, resulting from a process of interaction and mutual influence between individual and community wellbeing (Pizzi, Provasi, Solimene 2010).



# Health and Well-being

## Health influences well-being

Physical health linked to subjective well-being

Especially for self-reported health

Also when measured objectively (though not as

People with chronic conditions may recover some well-being over time - but not completely

Mental health strongly linked to subjective well-being

More strongly linked than physical health

Health one of the most significant factors for well-being overall

## Subjective well-being influences health and life expectancy

Range of mechanisms

Cardiovascular health

Immune functioning

Telomere shortening ('genetic ageing')

Reproductive health

Lower pain and greater pain tolerance

Increased longevity Especially through relationship with subjective well-being

Significant effect of well-being on health

Overall effect size  $r = 0.14$  between well-being and objective health

Comparable to 'traditional' risk factors such as eating fruit and vegetables

Could equate to an additional 7-10 years of life expectancy

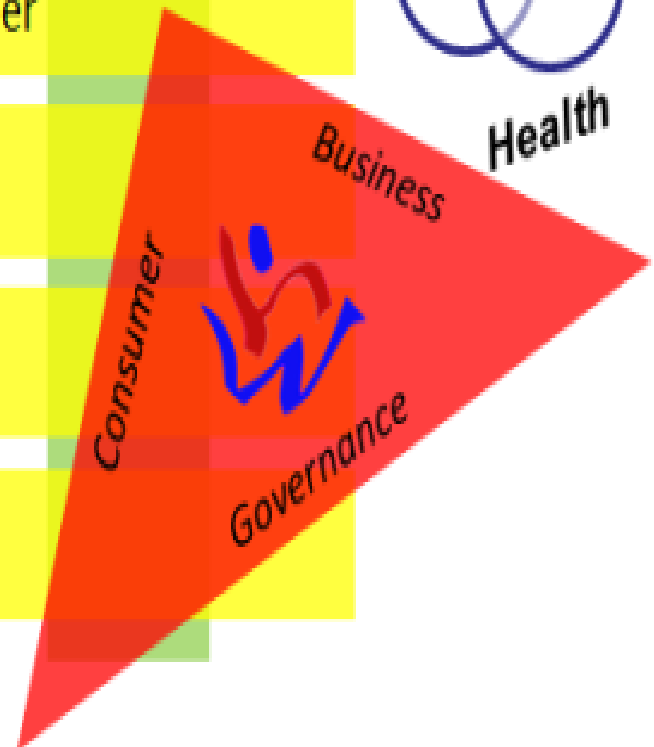
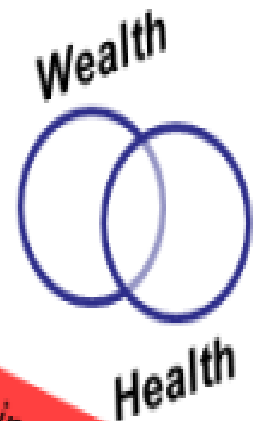


# IHW 2015

## Draft Conference Panels

November 2014

- 1 – Health meets Wealth at Favourite Locations
- 2 – Smart Ageing: Technology and Mobility bring Needs together
- 3 – Long-term-Care without frontiers – does it really work ?
- 4 – Tourism 2020 – already prepared for the Silver Economy ?
- 5 – Health & Wealth – the Profile of Future Winners





Università degli Studi di Milano  
Cattedra di Terapia Medica e Medicina Termale  
Centro di Ricerche in Talassoterapia  
Direttore Prof. Umberto Solimene

Spa[spa:]s. 1 fonte d'acqua termale: -waters, acque termali 2 terme(pl.), stazione termale: *to go to a-*, andare alle terme, in una stazione termale // -architecture, architettura termale 1 Da *Spa*, celebre stazione termale in Belgio

*Seminario Intensivo*

# SPA MANAGEMENT

*Terme e Centri Benessere. Governare e Dirigere il Cambiamento*

In collaborazione con



ACCELERATORE DI SUCCESSO

Milano, 14-16 Novembre 2002  
Excelsior Hotel Gallia

Con il patrocinio dell'Associazione Europea di Medicina del Benessere AEMeB



# Customer Contact Points (Elements of quality or innovation)





НОУ ВПО «Российская международная академия туризма»

**РОССИЙСКАЯ МЕЖДУНАРОДНАЯ  
АКАДЕМИЯ ТУРИЗМА**

**МОСКОВСКИЙ ФИЛИАЛ**

Лицензия Российского ААА № 001109 от 31.03.2011 г.  
Помощь в государственной аккредитации № 524 от 16.04.2011 г. сроком на 6 лет.  
Сертификат качества по системе ISO 9001:2008 № RU 8673668.



**Всемирная Федерация  
Водолечения и Климатолечения**

## **Дополнительное профессиональное образование**

### **Программа**

**Профессиональная ПЕРЕПОДГОТОВКА «Менеджмент санаторно-курортного дела» – 360 часов.**

Программа разработана специалистами Московского филиала Российской Международной Академии Туризма и Всемирной Федерацией Водолечения и Климатолечения.

Данная программа предназначена для повышения квалификации и переподготовки специалистов в различных сферах деятельности, таких как:

- *санаторно-курортные и оздоровительные туристские предприятия;*
- *туристские предприятия, специализирующиеся на лечебном туризме;*
- *высшие управленческие структуры санаторно-курортной отрасли.*

Московский филиал Российской международной академии туризма совместно с Российской гостиничной ассоциацией разработали и успешно реализуют курс профессиональной переподготовки по программе «Менеджмент гостиничных и ресторанных предприятий» – 504 часа (заочная форма обучения с применением дистанционных технологий).

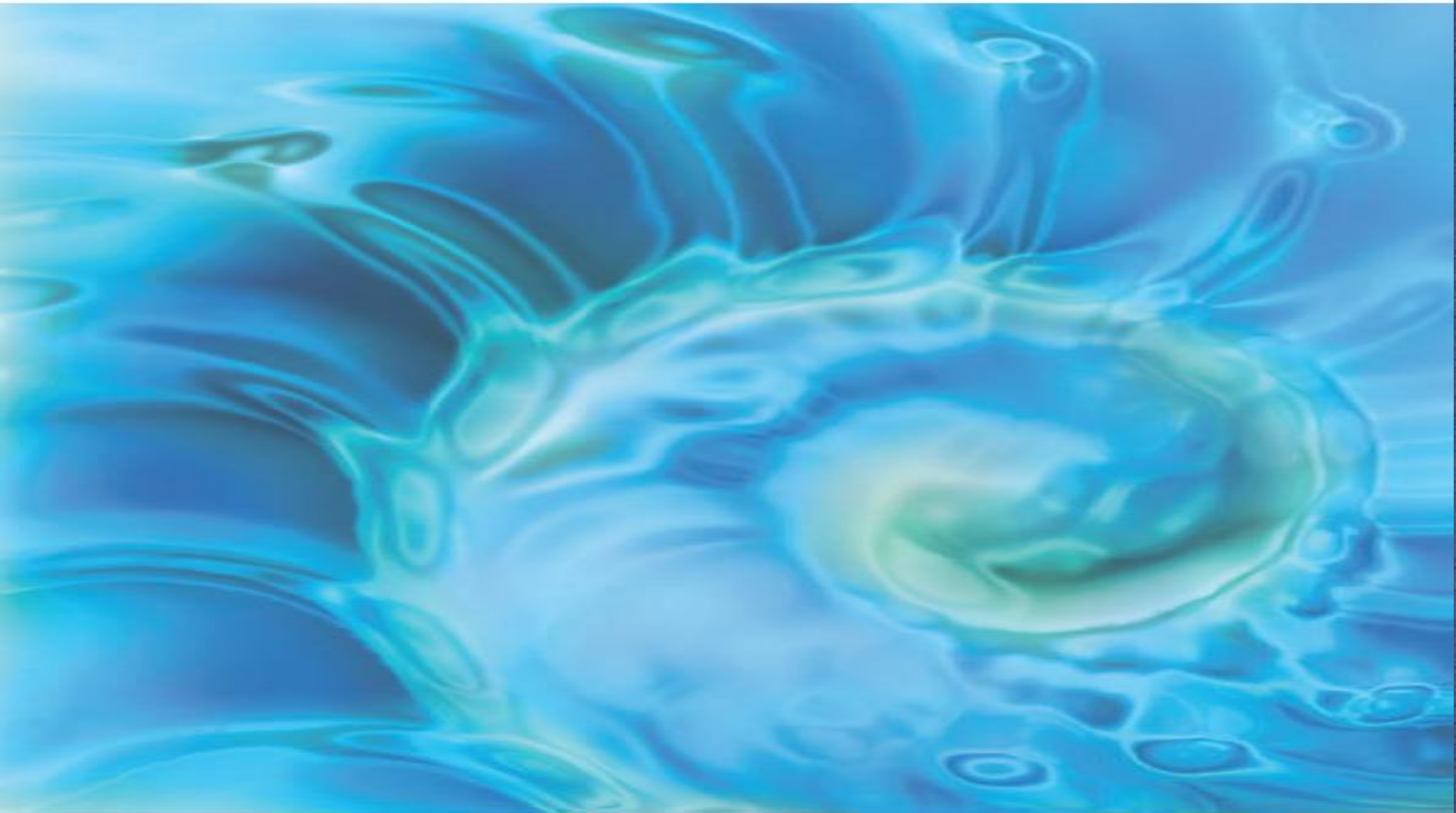
Эта программа подготовлена для обучения руководителей и специалистов сферы гостеприимства, имеющих высшее не профильное образование.



**mf.rmat.ru**  
тел. (495) 737-66-72  
(495) 737-71-55  
[www.femteconline.org](http://www.femteconline.org)



# The "THERMAE" COMMUNICATION CHARTER



COMMUNICATING THE **THERMAE**

MEDIA, SCIENCE, AND SOCIETY FOR APPROPRIATE AND RESPONSIBLE INFORMATION

Riolo Terme, October 23, 2011



Nongovernmental Organization  
in official relations with  
World Health Organization

**FEDERATION MONDIALE DU  
THERMALISME ET  
DU CLIMATISME**

**WORLD FEDERATION OF  
HYDROTHERAPY AND  
CLIMATOTHERAPY**

**ВСЕМИРНАЯ ФЕДЕРАЦИЯ  
ВОДОЛЕЧЕНИЯ И  
КЛИМАТОЛЕЧЕНИЯ**

**FEDERAZIONE MONDIALE DEL  
TERMALISMO E DELLA  
CLIMATOTERAPIA**

**WELTVERBAND FÜR  
BALNEOLOGIE UND  
KLIMATOLOGIE**



# HOW TO WORK?



**SINERGY!(TEAM)**